

REP HEADLINE# 6258670
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET

FAX# 703-516-9680
HARRIS REPORT FROM REP
JUL31/12 09.0
*** WFLA-TV ***

ADV # ADV. NAME ISS/DE. JUST FROM POLITICS
AGY # AGY. NAME THE NEW MEDIA FIRM

REP. # OFF. # SALESMAN #
BUYER NAME MEDIA PLACEMENT
SALES PRSN WA- MEGHAN MCGARR (H)

1322 G STREET SE
WASHINGTON, DC 20003

ORDER # CONTRACT # 6258670

CLASS: NATL. LOCAL REGIONAL

PRDCT DEFND JUSTCE FR POLT EST#1544 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT9/12 OCT15/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE JUL31/12 09.01

REP: NEW ORDER
TTL \$37,450 @27X
PLEASE CONFIRM
THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
DEFEND JUSTICE FROM POLITICS


07/24

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
1			1135P-1237A	30		\$800.00	10/12	10/12	1		FRI	1
AGENCY ADVERTISER CODE = 361												
AGENCY PRODUCT CODE = 379												
AGENCY EST# = 1544												
PROGRAM : TONITE SHW-NBC<												
CON COM1: TONITE SHW-NBC<												
2			500P-530P	30		\$1,500.00	10/12	10/12	1		FRI	1
PROGRAM : NWSCH8 AT 5P												
CON COM1: NWSCH8 AT 5P												
3			600P-630P	30		\$2,000.00	10/12	10/12	1		FRI	1
PROGRAM : NWSCH												
CON COM1: NWSCH												

NOV 01 2012

8/14/12 PRC (G)

REP HEADLINE# 2258670
 *** ORIGINAL REV#0 ***

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 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP

JUL31/12 09.0
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			600A-700A PROGRAM : NC8 TODAY@6AM CON COM1: NC8 TODAY@6AM	30		\$1,250.00	10/12	10/12	1		FRI	1
5			700P-730P PROGRAM : ENT TONIGHT 30 CON COM1: ENT TONIGHT 30	30		\$1,500.00	10/12	10/12	1		FRI	1
6			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$1,400.00	10/12	10/12	1		FRI	1
7			1100P-1135P PROGRAM : NEWS CHANNEL 8 CON COM1: NEWS CHANNEL 8	30		\$2,200.00	10/15	10/15	1		MON	1
8			1135P-1237A PROGRAM : TONITE SHW-NBC CON COM1: TONITE SHW-NBC	30		\$800.00	10/15	10/15	1		MON	1
9			530P-600P PROGRAM : NWSCH8 @5:30P CON COM1: NWSCH8 @5:30P	30		\$1,500.00	10/15	10/15	1		MON	1
10			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$1,400.00	10/15	10/15	1		MON	1
11			1100P-1135P PROGRAM : NEWS CHANNEL 8 CON COM1: NEWS CHANNEL 8	30		\$2,200.00	10/13	10/13	1		SAT	1
12			700A-900A PROGRAM : AVG. ALL WKS CON COM1: AVG. ALL WKS	30		\$650.00	10/13	10/13	2		SAT	2

News

JUL 31/12 09.00
WFLA-TV

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
13			900A-1000A PROGRAM : NWSCH8 SAT-AM CON COM1: NWSCH8 SAT-AM	30		\$500.00	10/13	10/13	1		SAT	1
14			900A-1000A PROGRAM : NWSCH8 SUN-AM CON COM1: NWSCH8 SUN-AM	30		\$450.00	10/14	10/14	1		SUN	1
15			1100P-1135P PROGRAM : NEWS CHANNEL 8 CON COM1: NEWS CHANNEL 8	30		\$2,200.00	10/11	10/11	1		THU	1
16			1135P-1237A PROGRAM : TONITE SHW-NBC CON COM1: TONITE SHW-NBC	30		\$800.00	10/11	10/11	1		THU	1
17			530P-600P PROGRAM : NWSCH8 @5:30P CON COM1: NWSCH8 @5:30P	30		\$1,500.00	10/11	10/11	1		THU	1
18			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$1,400.00	10/11	10/11	1		THU	1
19			1100P-1135P PROGRAM : NEWS CHANNEL 8 CON COM1: NEWS CHANNEL 8	30		\$2,200.00	10/9	10/9	1		TUE	1
20			530P-600P PROGRAM : NWSCH8 @5:30P CON COM1: NWSCH8 @5:30P	30		\$1,500.00	10/9	10/9	1		TUE	1
21			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$1,400.00	10/9	10/9	1		TUE	1

REP HEADLINE# 5256070
 *** ORIGINAL REV#0 ***

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
22			500P-530P	30		\$1,500.00	10/10	10/10	1		WED	1
PROGRAM : NWSCH8 AT 5P												
CON COM1: NWSCH8 AT 5P												
23			600P-630P	30		\$2,000.00	10/10	10/10	1		WED	1
PROGRAM : NWSCH												
CON COM1: NWSCH												
24			600A-700A	30		\$1,250.00	10/10	10/10	1		WED	1
PROGRAM : NC8 TODAY@6AM												
CON COM1: NC8 TODAY@6AM												
25			700P-730P	30		\$1,500.00	10/10	10/10	1		WED	1
PROGRAM : ENT TONIGHT 30												
CON COM1: ENT TONIGHT 30												
26			700A-900A	30		\$1,400.00	10/10	10/10	1		WED	1
PROGRAM : TODAY SHW												
CON COM1: TODAY SHW												

OCT/12 37450.00 CONTRACT TOTAL 37450.00
 TOTAL SPOTS 27

MARKET TOTALS \$647,950 WFLA 19% WFTS 24% WTSP 20% WTVT 19% WTOG 4% WTTA 3% WMOR 8%
 WMOX 0% WXPX 0% WWSB 3% CABL 0%
 SHARES ACCURATE
 SVC- NSI
 DEMOS- RA35+*

New Media Firm, The
1322 G Street SE
Washington DC 20003

Defend Justice From Politics/ Issue
Submission Number 699 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Defend Justice From Politics/ Issue	Submission Cost:	37450	Campaign Ref:	E:120731119
Buyer:	..	Client/Product/Estimate:	361 /379 /1544	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/08/12 to 10/21/12	Weeks:	2	Order Ref:	06258670
Est./PO Number:	06258670	Contract type:	Political	Business Type:	POLITICAL
				Business Category:	Transactional

Product:	Defnd Justice Fr Polt	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL	37450
Demographic:	(L) Household	Order:				

Ref	Sales Product Details	Rate	Spot Type	10/08	10/15	Total	Cost
1	M-F 1135p ET / 1035p CT Tonight Show ...F..	800	30 Comme	Nbr of Spots 1		1	800
2	M-F 5p News ...F..	1500	30 Comme	Nbr of Spots 1		1	1500
3	M-F 6p News ...F..	2000	30 Comme	Nbr of Spots 1		1	2000
4	M-F 6a News ...F..	1250	30 Comme	Nbr of Spots 1		1	1250
5	M-F 7p News ...F..	1500	30 Comme	Nbr of Spots 1		1	1500
6	M-F 7a Today Show ...F..	1400	30 Comme	Nbr of Spots 1		1	1400
7	M-Su 11p News M.....	2200	30 Comme	Nbr of Spots 1		1	2200
	M-F 1135p ET / 1035p CT Tonight						
Weekly Totals: Total Spots(Ord Spots)				23	4	27	

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Washington DC 20003

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Est./PO Number:	06258670	Contract type:	Political	Business Type:	POLITICAL
				Business Category:	Transactional

Ref	Sales Product Details	Rate	Spot Type	10/08	10/15	Total	Cost
8	Show M.....	800	30 Comme	Nbr of Spots	1	1	800
9	M-F 530p News M.....	1500	30 Comme	Nbr of Spots	1	1	1500
10	M-F 7a Today Show M.....	1400	30 Comme	Nbr of Spots	1	1	1400
11	M-Su 11p NewsS.	2200	30 Comme	Nbr of Spots	1	1	2200
12	Sat 7a Today ShowS.	650	30 Comme	Nbr of Spots	2	2	1300
13	Sat 9a NewsS.	500	30 Comme	Nbr of Spots	1	1	500
14	Sun 9a NewsS	450	30 Comme	Nbr of Spots	1	1	450
15	M-Su 11p News ...T...	2200	30 Comme	Nbr of Spots	1	1	2200
16	M-F 1135p ET / 1035p CT Tonight Show ...T...	800	30 Comme	Nbr of Spots	1	1	800
17	M-F 530p News ...T...	1500	30 Comme	Nbr of Spots	1	1	1500
18	M-F 7a Today Show	1400	30	Nbr of Spots	1	1	1400
Weekly Totals: Total Spots(Ord Spots)				23	4	27	

Defend Justice From Politics/ Issue



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Est./PO Number:	06258670	Contract type:	Political	Business Type:	POLITICAL
				Business Category:	Transactional

Ref	Sales Product Details	Rate	Spot Type	10/08	10/15	Total	Cost
18	...T...		Comme				
19	M-Su 11p News	2200	30	1		1	2200
	.T.....		Comme				
20	M-F 530p News	1500	30	1		1	1500
	.T.....		Comme				
21	M-F 7a Today Show	1400	30	1		1	1400
	.T.....		Comme				
22	M-F 5p News	1500	30	1		1	1500
	..W....		Comme				
23	M-F 6p News	2000	30	1		1	2000
	..W....		Comme				
24	M-F 6a News	1250	30	1		1	1250
	..W....		Comme				
25	M-F 7p News	1500	30	1		1	1500
	..W....		Comme				
26	M-F 7a Today Show	1400	30	1		1	1400
	..W....		Comme				
Weekly Totals: Total Spots(Ord Spots)				23	4	27	

Grand Totals			
		Month 10 Weeks: 4	
	Totals	10/08	10/15
Spots	27	23	4

		Month 10 Weeks: 4	
		10/08	10/15
Totals	37450		5900
Cost		31550	

Grand Totals:

Spots:	27
Gross Total:	37,450.00
Commission:	5,617.50
Net Total:	31,832.50

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
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I, The New Media Firm
do hereby request station time concerning the following issue:

Defend Justice From Politics

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

This broadcast time will be used by: Defend Justice From Politics

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes
 ☐ No

NAB Form PB-17 Issues

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Defend Justice From Politics, Inc., 8131 Vineland Avenue, PMB #168, Orlando, FL 32821

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

Elizabeth Hernandez - President and Treasurer

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

7/23/12

Date


Signature

Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted ☐ Accepted in Part ☐ Rejected

Signature

Printed Name

Title



**PAID POLITICAL
BROADCAST AVAIL REQUEST**

TO:	Mott Oestrich	STATION:	WFLA
FROM:	Meghon McGorr	HRP OFFICE:	WASHINGTON, DC

REQUEST RECEIVED FROM

DATE: 8-1-12

BUYER:	Michele Certo
AGENCY:	New Medio Firm
ADDRESS:	1322 G. St. SE Woshington, DC 20003
PHONE #:	202 675 6936
FAX #:	202 675 6929
OTHER:	

AVAILS FOR

COMMITTEE:	Defend Justice from Politics, Inc.
CHAIRPERSON:	Elizabeth Hernondez
TREASURER:	
ADDRESS:	8131 Vineland Ave. PMB #168 Orlando, FL 32821
PHONE #:	
FAX #:	
OTHER:	

FOR

ISSUE:	Defend Justice from Politics, Inc.
OFFICE:	N/A
PARTY:	Democrat

DAYPARTS:	All
SCHEDULE DATES:	As ordered
COMMERICAL LENGTH:	:30
PROGRAMS:	All
PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE	



WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street
Tampa, FL 33606
Tele (813) 228-8888
Fax (813) 221-5787

INVOICE / AFFIDAVIT

34365
New Media Firm, The
1322 G Street SE
WASHINGTON DC 20003

REP: WFLA (Washington Dc)
SLSP: HRP Washington, DC
ADV: Defend Justice From Politics
PROD: Defnd Jstce Fr Polt

2012
INVOICE DATE 10/28/12
ORDER TYPE Political
WFLA I SS
E:120731119
WFLA
INVOICE NUMBER 0100033229
PAGE 1
BROADCAST MONTH 10/01/2012 - 10/2
SCHEDULE DATES 10/08/12-10/21/12
Standard Broadcast Month
TERMS: NET 30 DAYS

REF#: 361 /379 /1544
Desc: 06258670

SCHEDULE				ACTUAL BROADCAST				RECONCILIATION	
DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS DEBIT/CREDIT
M-F 1135p ET / 1035p CT Tonigh									
800.00	1	1		10/12	FR	12:11A	30 TV103X12212H :30 Commercial	800.00	
M-F 5p News									
1500.00	2	1		10/12	FR	05:28P	30 TV103X12212H :30 Commercial	1500.00	
M-F 6p News									
2000.00	3	1		10/12	FR	06:11P	30 TV103X12212H :30 Commercial	2000.00	
M-F 6a News									
1250.00	4	1		10/12	FR	06:59A	30 TV103X12212H :30 Commercial	1250.00	
M-F 7p News									
1500.00	5	1		10/12	FR	07:25P	30 TV103X12212H :30 Commercial	1500.00	
M-F 7a Today Show									
1400.00	6	1		10/12	FR	08:56A	30 TV103X12212H :30 Commercial	1400.00	
M-Su 11p News									
2200.00	7	1		10/15	MD	11:12P	30 TV103X12212H :30 Commercial	2200.00	
M-F 1135p ET / 1035p CT Tonigh									
800.00	8	1		10/15	MD	11:57P	30 TV103X12212H :30 Commercial	800.00	
M-F 530p News									
1500.00	9	1		10/15	MD	05:43P	30 TV103X12212H :30 Commercial	1500.00	
M-F 7a Today Show									
1400.00	10	1		10/15	MD	07:28A	30 TV103X12212H :30 Commercial	1400.00	
M-Su 11p News									
2200.00	11	1		10/13	SA	11:20P	30 TV103X12212H :30 Commercial	2200.00	
Sat 7a Today Show									
650.00	12	2		10/13	SA	07:52A	30 TV103X12212H :30 Commercial	650.00	
				10/13	SA	08:59A	30 TV103X12212H :30 Commercial	650.00	
Sat 9a News									
500.00	13	1		10/13	SA	09:56A	30 TV103X12212H :30 Commercial	500.00	
Sun 9a News									

*** Continued ***

PERIOD COST	37,450.00	27 Total Units			
		ACTUAL GROSS BILLING	37,450.00	Debits	.00
		AGENCY COMMISSION	5,617.50	Credits	.00
		NET DUE	31,832.50	SUB-TOTALS	.00
				TOTAL RECONCILING	.00

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.

WFLA-TV
P.O. Box 1410
Tampa, FL 33601



ADVERTISER Defend Justice From Politics
PRODUCT Defnd Jstce Fr Polt

INVOICE NUMBER 0100033229
BROADCAST MONTH 10/01/2012 - 10/28
AMOUNT DUE 31,832.50

REMIT TO:

*00211

000034365
New Media Firm, The
1322 G Street SE
WASHINGTON DC 20003

WFLA-TV
REMITTANCE PROCESSING CENTER
P.O. BOX 26425
RICHMOND VA 23260-6425



400900020 00000000034365 00000100033229 003183250 4



WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street
Tampa, FL 33606
Tele (813) 288-8888
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INVOICE / AFFIDAVIT

34365
New Media Firm, The
1322 G Street SE
WASHINGTON OC 20003

REP: WFLA (Washington Dc)
SLSP: HRP Washington, OC
ADV: Defend Justice From Politics
PROD: Defnd Jstce Fr Polt

2012
INVOICE DATE 10/28/12 E:120731119
ORDER TYPE Political WFLA
INVOICE NUMBER 0100033229
PAGE 2
BROADCAST MONTH 10/01/2012 - 10/2
SCHEDULE DATES 10/08/12-10/21/12
Standard Broadcast Month
TERMS: NET 30 DAYS.

REF#: 361 /379 /1544
Oesc: 06258670

SCHEDULE			ACTUAL BROADCAST				RECONCILIATION		
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS	DEBIT/CREDIT
M-Su 11p News	450.00	14 1	10/14	SU	09:58A	30 TV103X12212H	450.00		
					*WFLA	:30 Commercial			
M-F 1135p ET / 1035p CT Tonigh	2200.00	15 1	10/11	TH	11:22P	30 TV103X12212H	2200.00		
					*WFLA	:30 Commercial			
M-F 530p News	800.00	16 1	10/11	TH	11:58P	30 TV103X12212H	800.00		
					*WFLA	:30 Commercial			
M-F 7a Today Show	1500.00	17 1	10/11	TH	05:38P	30 TV103X12212H	1500.00		
					*WFLA	:30 Commercial			
M-Su 11p News	1400.00	18 1	10/11	TH	08:34A	30 TV103X12212H	1400.00		
					*WFLA	:30 Commercial			
M-F 530p News	2200.00	19 1	10/09	TU	11:11P	30 TV103X12212H	2200.00		
					*WFLA	:30 Commercial			
M-F 7a Today Show	1500.00	20 1	10/09	TU	05:43P	30 TV103X12212H	1500.00		
					*WFLA	:30 Commercial			
M-F 5p News	1400.00	21 1	10/09	TU	08:49A	30 TV103X12212H	1400.00		
					*WFLA	:30 Commercial			
M-F 6p News	1500.00	22 1	10/10	WE	05:14P	30 TV103X12212H	1500.00		
					*WFLA	:30 Commercial			
M-F 6a News	2000.00	23 1	10/10	WE	06:17P	30 TV103X12212H	2000.00		
					*WFLA	:30 Commercial			
M-F 7p News	1250.00	24 1	10/10	WE	06:28A	30 TV103X12212H	1250.00		
					*WFLA	:30 Commercial			
M-F 7a Today Show	1500.00	25 1	10/10	WE	07:10P	30 TV103X12212H	1500.00		
					*WFLA	:30 Commercial			
M-F 7a Today Show	1400.00	26 1	10/10	WE	07:29A	30 TV103X12212H	1400.00		
Total Airtime Gross Spot Revenue:						37,450.00			

PERIOD COST	37,450.00	27 Total Units		Oebits	.00
		ACTUAL GROSS BILLING	37,450.00	Credits	.00
		AGENCY COMMISSION	5,617.50	TOTAL RECONCILING	.00
		NET DUE	31,832.50		

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